lease type a plus sign (+) inside this box ---> Modified PTO/SB/21 (08-00)
Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. **Application Number** 10/614,736 TRANSMITTAL **Filing Date** June 30, 2003 **FORM First Named Inventor** Georges R. HARIK (to be used for all correspondence after initial filing) Group Art Unit 2167 Harold E. Dodds **Examiner Name** Google-47 (GP-108-00-US) Attorney Docket Number Total Number of Pages in This Submission **ENCLOSURES** (check all that apply) After Allowance Communication Assignment Papers to Group Fee Transmittal Form (for an Application) Appeal Communication to Board Fee Attached Drawing(s) of Appeals and Interferences Appeal Communication to Group Licensing-related Papers Amendment / Reply (Appeal Notice, Brief, Reply Brief) Proprietary Information After Final Petition Petition to Convert to a Affidavits/declaration(s) Status Letter Provisional Application Power of Attorney, Revocation Change of Correspondence Postcard Receipt Extension of Time Request Address Other Enclosure(s) (please Terminal Disclaimer identify below): **Express Abandonment Request** Request for Refund Information Disclosure Statement CD, Number of CD(s) Certified Copy of Priority Document(s) Remarks Response to Missing Parts/ Incomplete Application Response to Missing Parts under 37 CFR 1.52 or 1.53 SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT Firm John C. Pokotylo (Reg. No. 36,242) Individual name Signature

Date February 24, 2005

CERTIFICATE OF MAILING I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

Typed or printed name Jøhn C. Pokotylo/

Date February 24, 2005 ~b NO

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-47 (GP-108-00-US)

Appl. No.: 10/614,736

Applicant: Georges R. HARIK

Filed: June 30, 2003

Title: SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER

WEB INFORMATION

TC/A.U.: 2167

Examiner: Harold E. Dodds

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

ELECTION WITH TRAVERSE

Sir:

In response to the Election/Restriction Requirement which was mailed on January 24, 2005 (Paper No. 011105) and which set a period for response to expire on February 24, 2005, the applicant elects, with traverse, the claims of Group I (i.e., claims 1-16, 23 and 28-43).

The applicant preserves the right to file a divisional application to the non-elected claims in the future.